

摘要

随着我国在全球政治经济科技文化等领域地位的稳步提高,作为我国对外交流首要语言的汉语,其地位也亟待提升。我们应继续建设好孔子学院和孔子课堂,帮助海外中文学校加快发展,充分发挥其桥梁纽带作用,拓展中文在国际组织和国际社会中的使用范围。孔子学院既是教授汉语和传播中华文化的阵地,同时也是汉语国际化推广的大本营。

本文以韩国孔子学院汉语学习者、其他机构汉语学习者以及韩国普通民众为研究对象,以语言态度为理论依据,通过问卷和访谈的方法,确定韩国孔子学院是否起到了提升韩国学习者的汉语声望的作用,得到结论如下:与韩国普通民众相比,我们可以认为通过在孔子学院的学习,学生们对汉语的语言态度较为明显的提升了。但与其他机构相比,孔子学院并没有在提升韩国学习者的汉语声望的作用中形成显著性差异。

同时,本文也发现,影响学习者心目中的汉语声望的主要有如下几个因素:

- (1) 汉语学习本身就会提升学生对汉语的语言态度;
- (2) 语言评价受到文化评价的影响,即评价高的文化所对应的语言也会获得高评价,因此会使得整体的语言态度更高。
- (3) 学习动机、汉语的有用性及必要性、学习者的成就是影响学习者对汉语的语言态度最重要的因素,直接体现了汉语的语言声望。
- (4) 语言能力越强,语言使用频率越高,语言倾向越积极,语言态度越高。

据此,本文提出了五点建议事项,以期在提升汉语国际声望的同时改良孔子学院的功能。

关键词: 声望规划; 韩国孔子学院; 语言态度

Abstract

With the steady improvement of China's global status in the fields of politics, economy, science, technology and culture, the status of Chinese, as a primary language of international communication of China, also needs to be improved. We should continue to build Confucius Institute and Confucius Classroom, help overseas Chinese schools to accelerate their development, give full play to their role as bridges, and expand the use of Chinese in international organizations and the international community. Confucius Institute is not only the place to teach Chinese and spread Chinese culture, but also the place of Chinese international promotion.

This paper takes Chinese learners of Confucius Institute, Chinese learners of other institutions and ordinary people in South Korea as the research objects, and takes language attitude theory as the theoretical basis. Through the methods of questionnaire and interview, it is determined whether Confucius Institute in South Korea has played a role in improving the Chinese reputation of Korean learners. The conclusions are as follows: compared with ordinary people in South Korea, we can think that through the study in Confucius Institute, students' attitude towards Chinese language has been significantly improved. However, compared with other institutions, Confucius Institute did not form a significant difference in enhancing the prestige of Chinese of Korean learners.

At the same time, this paper also finds that there are several factors that affect the prestige of Chinese of Korean Learners:

(1) Chinese learning itself will improve students' language attitude towards Chinese;

(2) Language evaluation is influenced by cultural evaluation, that is, the language corresponding to the culture with high evaluation will also get high language evaluation, so it will make the overall language attitude higher.

(3) Learning motivation, the usefulness and necessity of Chinese language, and the sense of achievement of learners are the most important factors that affect learners' attitude towards Chinese language, which directly reflects the prestige of

Chinese language.

(4) The stronger the language ability, the higher the frequency of language use, and the more positive the language tendency, the higher the language attitude.

Therefore, this paper puts forward five suggestions to improve the function of Confucius Institute while enhancing the international reputation of Chinese.

Keywords: prestige planning; Confucius Institute in Korean; language attitudes